

Station KTNV-TV LAS VEGAS, NV
Advertiser () .JOE HECK 4 CONGRESS
Product JOE HECK
Estimate# 2580
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2580
Flight Dates 08/08/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: JOE HECK FOR CONGRESS2012 SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$29,450
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	7A-9A	GOOD MORNING AMERICA	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
	2	M-F	7A-9A	GOOD MORNING AMERICA	:30	\$400.00	08/13-08/17	3	1	3	\$1,200.00	
	3	M	7A-9A	GOOD MORNING AMERICA	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
	4	W-F	9A-10A	THE MORNING BLEND	:30	\$150.00	08/08-08/10	2	1	2	\$300.00	
	5	M-F	9A-10A	THE MORNING BLEND	:30	\$150.00	08/13-08/17	2	1	2	\$300.00	
	6	M	9A-10A	THE MORNING BLEND	:30	\$150.00	08/20-08/20	1	1	1	\$150.00	
	7	W-F	10A-11A	THE VIEW	:30	\$450.00	08/08-08/10	2	1	2	\$900.00	
	8	M-F	10A-11A	THE VIEW	:30	\$450.00	08/13-08/17	3	1	3	\$1,350.00	
	9	W-F	11A-12P	MIDDAY NEWS	:30	\$300.00	08/08-08/10	2	1	2	\$600.00	
	10	M-F	11A-12P	MIDDAY NEWS	:30	\$300.00	08/13-08/17	3	1	3	\$900.00	
	11	M	11A-12P	MIDDAY NEWS	:30	\$300.00	08/20-08/20	1	1	1	\$300.00	

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	12	W-F	3P-330P	MILLIONAIRE	:30	\$200.00	08/08-08/10	3	1	3	\$600.00	
	13	M-F	3P-330P	MILLIONAIRE	:30	\$200.00	08/13-08/17	3	1	3	\$600.00	
	14	M	3P-330P	MILLIONAIRE	:30	\$200.00	08/20-08/20	1	1	1	\$200.00	
	15	W-F	5P-530P	5PM NEWS	:30	\$350.00	08/08-08/10	3	1	3	\$1,050.00	
	16	M-F	5P-530P	5PM NEWS	:30	\$350.00	08/13-08/17	4	1	4	\$1,400.00	
	17	M	5P-530P	5PM NEWS	:30	\$350.00	08/20-08/20	1	1	1	\$350.00	
	18	W-F	11P-1135P	LATE NEWS	:30	\$850.00	08/08-08/10	3	1	3	\$2,550.00	
	19	M-F	11P-1135P	LATE NEWS	:30	\$850.00	08/13-08/17	5	1	5	\$4,250.00	
	20	M	11P-1135P	LATE NEWS	:30	\$850.00	08/20-08/20	1	1	1	\$850.00	
	21	W-F	1135P-1205A	NIGHTLINE	:30	\$400.00	08/08-08/10	3	1	3	\$1,200.00	
	22	M-F	1135P-1205A	NIGHTLINE	:30	\$400.00	08/13-08/17	4	1	4	\$1,600.00	
	23	SA	7A-8A	SATURDAY G.M.A.	:30	\$350.00	08/11-08/18	1	2	2	\$700.00	
	24	SU	6A-7A	SUNDAY AM NEWS	:30	\$350.00	08/12-08/19	1	2	2	\$700.00	
	25	SU	8A-9A	SUNDAY NEWS	:30	\$350.00	08/12-08/19	1	2	2	\$700.00	
	26	SU	6P-630P	SUNDAY 6PM NEWS	:30	\$350.00	08/12-08/19	1	2	2	\$700.00	
	27	W-F	330P-4P	AFTERNOON NEWS	:30	\$250.00	08/08-08/10	3	1	3	\$750.00	

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	28	W-F	6P-630P	6PM NEWS	:30	\$500.00	08/08-08/10	3	1	3	\$1,500.00	
	29	W-F	730P-8P	MILLIONAIRE	:30	\$350.00	08/08-08/10	3	1	3	\$1,050.00	
	30	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$350.00	08/11-08/11	1	1	1	\$350.00	
	31	SA	11P-1135P	SATURDAY LATE NEWS	:30	\$750.00	08/11-08/11	1	1	1	\$750.00	

---REPORT TOTALS---

Report Totals: 73 / \$29,450.00

---SALES MONTHLY TOTALS---

Aug 12: 73 / \$29,450.00

Sales Totals: 73 / \$29,450.00

Station Totals: 73 / \$29,450.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$81,806	KBLR	0%	KLAS	31%	KSNV	28%	KTNV	36%	KTUD	0%
		KVCW	1%	KVMY	4%	KVVU	0%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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